

Administrative Alternates



DEVELOPMENT SERVICES DEPARTMENT

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Administrative Alternate Request: <i>Requested in accordance with UDO Section 10.2.17</i>	OFFICE USE ONLY
Section(s) of UDO affected: 3.4.9.C Build-To, Primary Street Provide an explanation of the alternate requested, along with an applicant's statement of the findings <i>This request is for an alternate for the build-to requirements for the Primary Street. See statement of findings memo.</i> Provide all associated case plan numbers including zoning and site plan: SR-96-17, TA# 535899 (old), TA# 572819 (current) and AAD-01-18	Transaction Number

Property Address 9 and 21 Glenwood Ave		Date 01/15/2019
Property PIN 1703-49-4521 & 1703-49-4634	Current Zoning DX-7-SH	
Nearest Intersection Glenwood Avenue and Willard Street		Property size (in acres) 0.898 AC
Property Owner GLENWOOD WILLARD HOTEL LLC c/o R. Doyle Parrish, Manager	Phone (919) 787-5100	Mail 3141 John Humphries Wynd #200, Raleigh, NC 27612
	Email dparrish@shgltid.com	
Project Contact Person Ken Thompson	Phone 919-612-6997	Mail 510 S. Wilmington St, Raleigh NC 27601
	Email kent@davisarchitects.com	
Property Owner Signature 	Email	
Notary Sworn and subscribed before me this <u>17th</u> day of <u>January</u> , 20 <u>19</u>	Notary Signature and Seal  	

DATE:	January 17, 2019
TO:	Carter Pettibone, Members of Appearance Commission
FROM:	Ken Thompson
PROJECT:	SR-96-17 / The Willard
RE:	Administrative Alternate Findings

As our request for an Administrative Alternate is evaluated, please consider this memo about findings related to UDO section 1.5.6 Build-To and 3.4.9.C Build-To, Primary Street.

Project Summary / Background:

The site is currently known as Cooper Square and is two parcels totaling almost 1 acre of land. The current proposal is for a 7 story mixed use structure containing 147 hotel rooms, lobby, meeting rooms and 3,860 SF of retail space. All parking will be in the parking deck that will be screened from the street by the building. The required outdoor amenity area is being provided at grade along the entire Glenwood frontage.

As noted in our application, we are requesting a reduction in the build-to requirement for the Primary Street of The Willard from the required 80% (199.6 LF) to 77% (189.2 LF). An outdoor amenity area alternate is provided along the entire Glenwood frontage (except at garage entry) with a minimum width of 10' varying up to 20' at the corner of Glenwood and Willard.

1. The approved alternate meets the intent of the build-to regulations.

The mixed use building planned along Glenwood Avenue strengthen the street edge with a consistent building setback to accommodate the required outdoor amenity area. The outdoor amenity area will be supplemented with architectural elements, such as planters, furniture, etc. to define the space and continue the street edge. The street trees also provide a formal rhythm that enhances the streetscape.

The required right of way dedication required plus the existing slope of Willard Street forced the location of the outdoor amenity area to the Glenwood Avenue frontage. Had the amenity are been able to be accommodated elsewhere on the site the building would easily meet the Build-to requirement since the building would be sited at the right of way line and not 10' back from it to accommodate the minimum 10' width of the outdoor amenity area. The vision is to activate the space along Glenwood Avenue with outdoor seating for both residents and guests.

2. The approved alternate conforms with the Comprehensive Plan and adopted City plans.

It is our belief that the additional sidewalk width and urban plaza space at the corner of Glenwood and Willard will provide a gathering place for the hotel guests and retail users. The alternate maintains conformance with the following elements of the Comprehensive Plan:

LU 2.1 Placemaking	T 5.4 Pedestrian and Bicycle Network Connectivity
LU 2.2 Compact Development	T 5.9 Pedestrian Networks
LU 4.7 Capitalizing on Transit Access	T 6.1 Surface Parking Alternatives
LU 5.1 Reinforcing the Urban Pattern	ED 1.2 Mixed-Use Redevelopment
LU 7.6 Pedestrian Friendly Development	UD 2.1 Building Orientation
T 2.1 Integration of Travel Modes	UD 2.2 Multi-modal Design
T4.1 Promoting Transit	UD 2.3 Activating the Street
T 5.3 Bicycle and Pedestrian Mobility	UD 4.3 Improving Streetscape Design
T 5.5 Sidewalk Requirements	UD 4.4 Management of Sidewalk Space

- 3. The approved alternate does not substantially negatively alter the character-defining street wall or establish a build-to pattern that is not harmonious with the existing built context.**

This request is located in the Heart of Glenwood South which has undergone a transformation over the last decade where smaller 2 story buildings are being replaced with large multi-story buildings as promoted by the Comprehensive Plan, Zoning and the UDO. The redevelopment of the site will be in compliance with those documents and the recent development along the Corridor. Currently there is a parking lot that fronts Glenwood Avenue between the 2 existing buildings to be removed which will be replaced by a tree lined street wall, wider walks and additional active use areas provided within the Outdoor Amenity area.

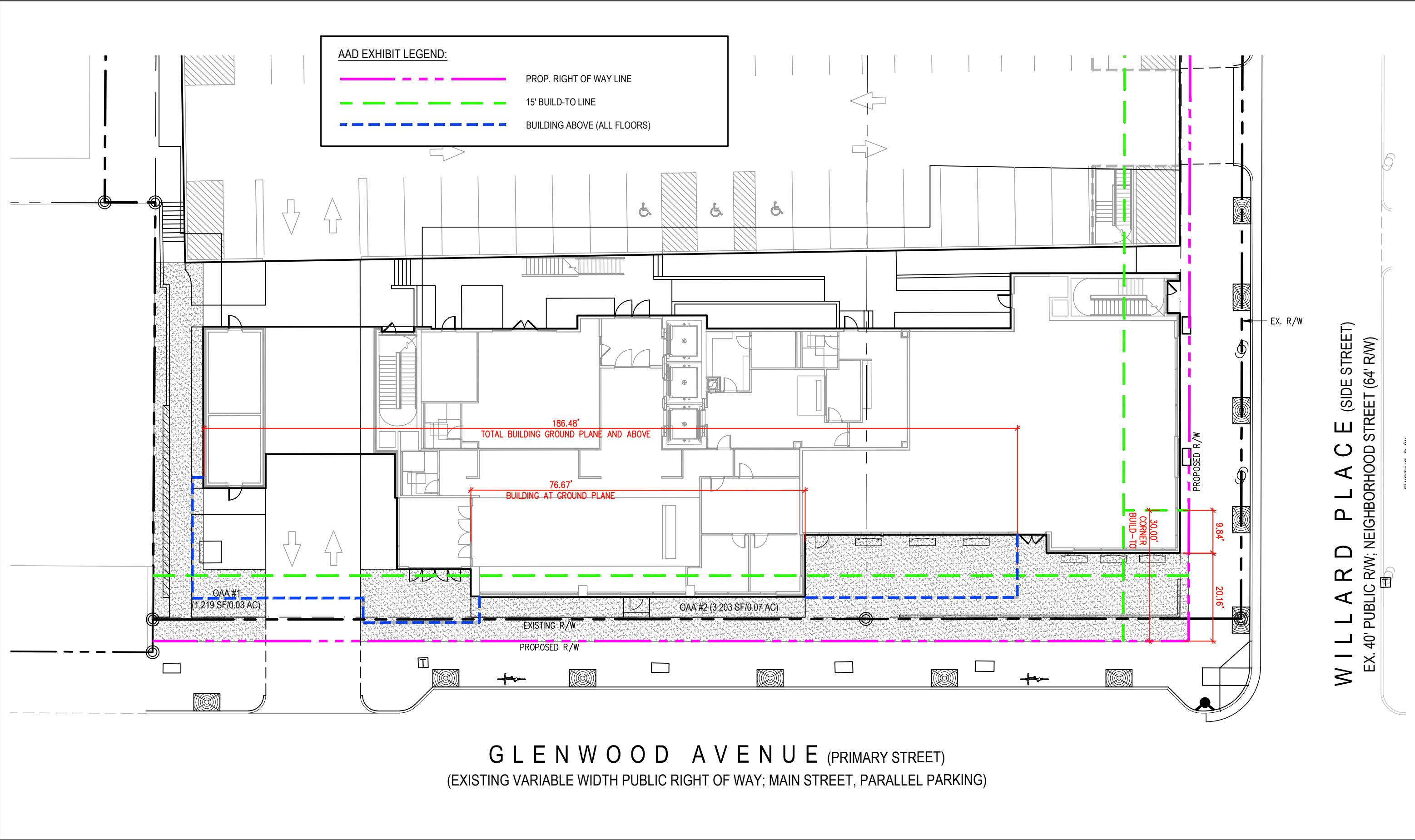
- 4. The change in percentage of building that occupies the build-to area or increased setback does not negatively impact pedestrian access, comfort or safety.**

The reduction of build-to requirement for the Primary Street along Glenwood Avenue does not negatively impact the pedestrian environment. The proposed streetscape provides the required sidewalks, street trees plus the addition of Outdoor Amenity Space along the entire frontage and while the site constraints impede conformance with the build-to, the overall sense of scale, access, comfort and safety has not been compromised (see attached elevations).

- 5. Site area that would have been otherwise occupied by buildings is converted to an outdoor amenity area.**

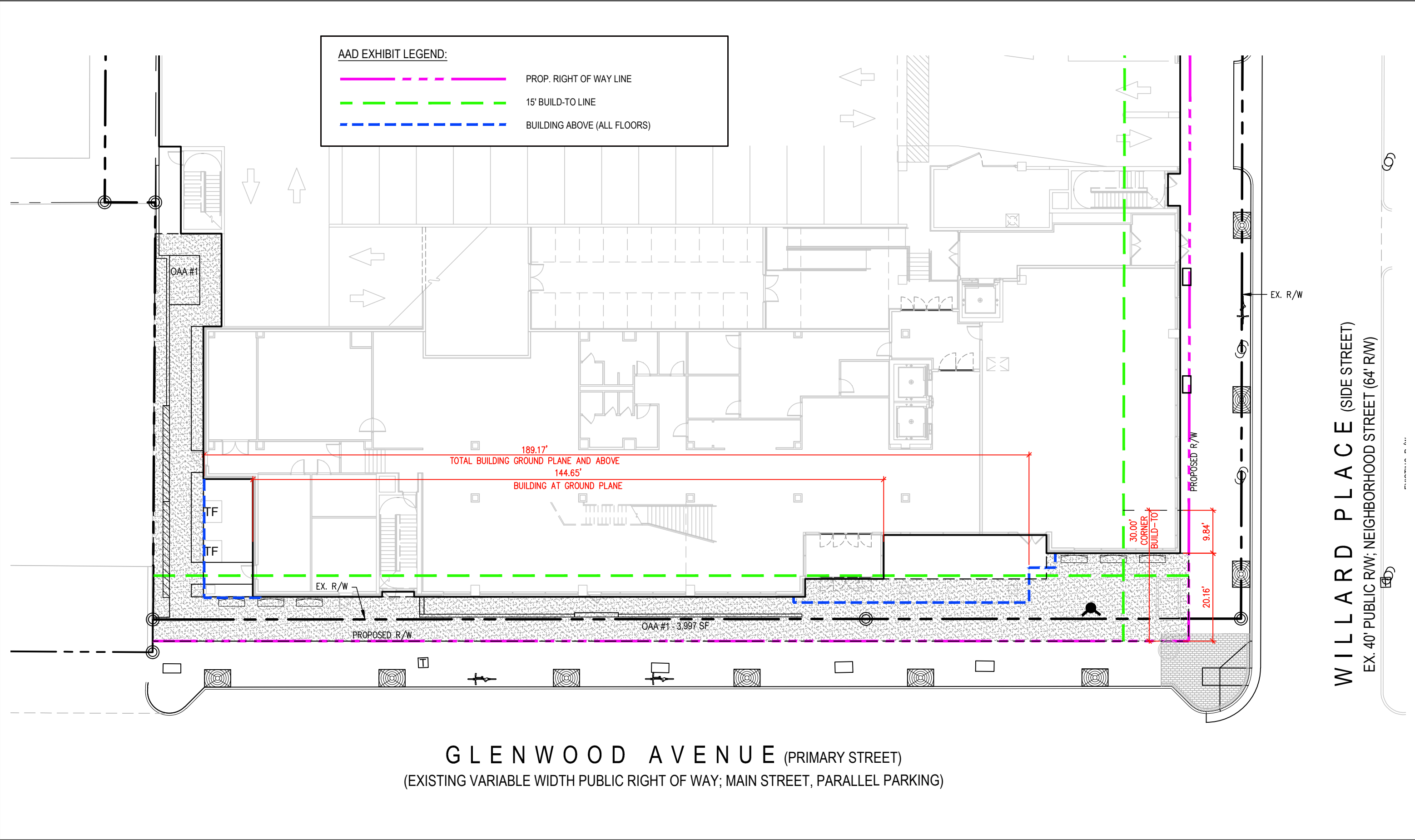
Some areas that would have been otherwise occupied by buildings have been converted to an outdoor amenity area, as depicted on the attached graphic. The areas highlighted meet the definition of outdoor amenity area per UDO 1.5.3.B.

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AC Raleigh Hotel

Raleigh, North Carolina

16 January 2019

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